

Message Text

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PAGE 01 NEW DE 11793 111601Z

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FM AMEMBASSY NEW DELHI

TO USDOC WASHDC

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AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

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E.O. 11652: 11652

TAGS: BGEN, EGEN, IN

SUBJECT: WORLD TRADE OUTLOOK ARTICLE RECEIVES WIDE PRESS COVERAGE

AUGUST 2 EDITION OF COMMERCE AMERICA RECEIVED PROMINENT COVERAGE IN THE LOCAL INDIAN PRESS OF AUGUST 5. THE TIMES OF INDIA HEADLINED THE STORY QUOTE US GOVERNMENT JOURNAL PRAISES INDIA'S PROGRESS UNQUOTE WHILE IN THE FINANCIAL EXPRESS IT WAS QUOTE US JOURNAL LAUDS INDIA'S PROGRESS UNQUOTE. THE NATIONAL HERALD AND THE HINDUSTAN TIMES ALSO CARRIED THE STORY AND THERE WAS AN EDITORIAL IN THE LEFT WING PATRIOT PREDICTABLY ENTITLED QUOTE DOUBTFUL PRAISE UNQUOTE. ALL INDIA RADIO ALSO GAVE PROMINENCE TO THE REPORT. MOST COVERAGE WAS BASED ON A SAMACHAR REPORT.

2. THE SAMACHAR REPORT HIGHLIGHTED THE FACT THAT A JOURNAL PUBLISHED BY THE UNITED STATE GOVERNMENT PRAISED THE ECONOMIC PROGRESS ACHIEVED BY INDIA UNDER CURRENT QUOTE PRAGMATIC POLICIES UNQUOTE AND THAT THE JOURNAL ADVISED AMERICAN FIRMS OF QUOTE ATTRACTIVE OPPORTUNITIES UNQUOTE FOR INVESTMENT AWAITING THEM QUOTE TO FILL TECHNOLOGICAL GAPS TO INDIA UNQUOTE. BY QUOTING OUT OF CONTEXT, AN IMPRESSION OF USG ENDORSEMENT OF THE CONTRIBUTION OF QUOTE

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PRAGMATIC POLICIES UNQUOTE TO ECONOMIC PROGRESS IS CREATED.

THE PRAGMATIC POLICIES ARE NOT SPECIFIED. LIKEWISE, THE
STATEMENT ON INVESTMENT IMPLIES AN OPEN DOOR WHICH DOES NOT
EXIST.

3. THERE ARE ALSO MINOR ERRORS IN THE ARTICLE ITSELF.
THE ARTICLE STATES TOTAL CRUDE OIL OUTPUT FROM THE BOMBAY
HIGH IS EXPECTED TO REACH 2 MILLION TONS BY YEAR END. WE
HAVE BEEN REPORTING THAT ACTUAL PRODUCTION FOR IFY 1976/77
I ONLY EXPECTED TO BE 1 MILLION TONS. THE ARTICLE ALSO
REPORTS THAT IN 1975 US EXPORTS REGISTER A SHARP INCREASE OVER
IMPORTS BUT DOES NOT POINT TO THE OPPOSITE TEND FOR THE
FIRST SIX MONTHS OF 1976.

4. WE DO NOT RECALL EXTENSIVE COVERAGE BEING GIVEN TO
WORLD TRADE OUTLOOK ARTICLES IN THE PAST. BUT THE PERIOD
COVERED BY THE CURRENT ARTICLE ROUGHLY COINCIDES WITH
THE PERIOD OF THE EMERGENCY AND THE INDIAN PRESS HAS CHOSEN TO
CONSTRUE THAT THE USG HAS ACCORDED RECOGNITION TO THE ECONOMIC
BENEFITS AND STABILITY BROUGHT ABOUT BY THE EMERGENCY.
ARTICLE COULD ALSO BE USED TO OFFSET CRITICISMS BY LOCAL
AMERICAN FIRMS ON THE ECONOMIC AND BUREAUCRATIC PROBLEMS
OF OPERATING IN INDIA.

5. WE ARE NOT INCLINED TO ATTACH TOO MUCH IMPORTANCE
TO THE PRESS REPORTS ON THE ARTICLE. THE NATURE OF THE
EXTENSIVE COVERAGE ONLY POINTS OUT THE LENGTH TO WHICH
THE GOI WILL GO THESE DAYS TO ATTEMPT TO ATTAIN RESPECTABILITY.
BUT IN ADVISING AMERICAN BUSINESSMEN ON OPPORTUNITIES
IN INDIA, WE WOULD DROP THE FIRST THREE PARAGRAPHS OF
THE ARTICLE AND PERHAPS ADD A WARNING THAT WHILE OPPORTUNITIES
EXIST, IT IS NOT EASY TO DO BUSINESS HERE.

6. WE ARE POUCHING COPIES OF THE LOCAL PRESS REPORTS.
SAXBE

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